The Dun & Bradstreet Corporation

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News

New Business Incorporations
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Contact: Reid H. Gearhart, (212) 593-6727
Dina Silva-Decker, (212) 593-4164

NEW INCORPORATIONS DECREASE 3.8 PERCENT IN JULY

NEW YORK, Oct. 5--New business incorporations decreased 3.8 percent to 51,411 in July 1989 from 53,443 in July 1988, according to The Dun & Bradstreet Corporation.

For the first seven months of 1989, the number of new incorporations increased 1.0 percent to 412,569 from 408,581 in 1988.

Thirty-five states reported year-to-date increases, with seven reporting increases greater than 10 percent. Arkansas reported the largest gain, up 47.2 percent to 3,923 from 2,665; followed by Hawaii, up 25.7 percent to 2,179 from 1,734; and Iowa, up 17.0 percent to 2,818 from 2,409. Of the 15 states to report decreases in the first seven months, two were greater than 10 percent. The sharpest decreases occurred in Colorado, down 13.2 percent to 8,567 from 9,867; and Massachusetts, down 12.9 percent to 8,878 from 10,196 a

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year ago.

Five of the nation's nine U.S. Bureau of the Census regions reported year-to-date increases in new incorporations. The East South Central states reported the greatest gain, up 9.8 percent to 16,578 from 15,102; followed by the West South Central states, up 8.3 percent to 34,213 from 31,593; the West North Central states, up 4.3 percent to 20,326 from 19,479; the East North Central, up 4.1 percent to 55,758 from 53,567; and the South Atlantic states, up 3.6 percent to 113,053 from 109,138. The New England states reported the largest year-to-date decrease, down 7.5 percent to 22,272 from 24,090. Other decreases occurred in the Mountain states, down 4.4 percent to 28,490 from 29,789; the Pacific states, down 3.9 percent to 44,106 from 45,919; and the Middle Atlantic states, down 2.7 percent to 77,773 from 79,904.

Month of July

Of the 20 states to report increases in new incorporations in July, three were greater than 20 percent. The largest increase occurred in Arkansas, up 108.5 percent to 517 in July of 1989 from 248 in July of 1988. Other large increases were reported in Iowa, up 101.5 percent to 659 from 327; and Mississippi, up 67.5 percent to 258 from 154.

Of the 30 states to report decreases in new incorporations in July of 1989, six were greater than 15 percent. The greatest decrease occurred in Colorado, down

55.2 percent to 883 from 1,971; followed by New Jersey, down 24.2 percent to 2,032 from 2,680. Other significant decreases were reported in Massachusetts, down 17.5 percent to 1,025 from 1,242; and Arizona, down 16.3 percent to 749 from 895.

Four of the nine U.S. Bureau of the Census regions reported increases in new incorporations in July. The greatest increases were reported in the West North Central states, up 12.6 percent to 2,781 from 2,469; and the West South Central states, up 12.3 percent to 4,446 from 3,959. Other increases occurred in the East South Central states, up 5.5 percent to 1,948 from 1,846; and the South Atlantic states, up 0.6 percent to 14,283 from 14,197.

The sharpest decrease in new incorporations was reported in the Mountain states, down 26.6 percent to 3,265 from 4,451; followed by the Middle Atlantic states, down 10.3 percent to 9,010 from 10,045. Other decreases occurred in the New England states, down 8.0 percent to 2,798 from 3,040; the Pacific states, down 7.2 percent to 6,175 from 6,656; and the East North Central states, down 1.1 percent to 6,705 from 6,780.

The greatest number of new incorporations in July was reported in Florida, with 6,416, followed by New York, with 5,385 and California, with 4,306.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and related services, with worldwide revenue of $4.3 billion in 1988.

(See Attached Tabular Data)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Jul 1989	Jun 1989	% Change Jun 1989 Jul 1989	Jul 1988	% Change Jul 1988 Jul 1989	Total Seven Month(s) 1989	1988	% Change 7 Month(s) 89-88
NEW ENGLAND	2,798 E	3,078 R	-9.1	3,040 R	-8.0	22,272 E-R	24,090	-7.5
Maine	249 E	259 R	-3.9	213 R	16.9	1,731 E	1,817	-4.7
New Hampshire	196	308	-36.4	234	-16.2	1,864	2,037	-8.5
Vermont	128	169	-24.3	135	-5.2	1,116	1,220	-8.5
Massachussetts	1,025	1,219	-15.9	1,242	-17.5	8,878	10,196	-12.9
Connecticut	975 E	825	18.2	968	0.7	6,600 E	6,745	-2.1
Rhode Island	225	298	-24.5	248	-9.3	2,083	2,075	0.4
MIDDLE ATLANTIC	9,010	11,056	-18.5	10,045	-10.3	77,773	79,904	-2.7
New York	5,385	6,513	-17.3	5,751	-6.4	45,378	46,876	-3.2
New Jersey	2,032	2,547	-20.2	2,680	-24.2	18,719	20,247	-7.5
Pennsylvania	1,593	1,996	-20.2	1,614	-1.3	13,676	12,781	7.0
EAST NORTH CENTRAL	6,705	8,387	-20.1	6,780	-1.1	55,758	53,567	4.1
Ohio	1,334	1,797	-25.8	1,402	-4.9	11,565	11,435	1.1
Indiana	1,022	1,248	-18.1	1,037	-1.4	8,251	8,017	2.9
Illinois	2,185	2,651	-17.6	2,219	-1.5	17,421	16,782	3.8
Michigan	1,660	1,965	-15.5	1,697	-2.2	14,366	13,618	5.5
Wisconsin	504	726	-30.6	425	18.6	4,155	3,715	11.8
WEST NORTH CENTRAL	2,781	2,947	-5.6	2,469	12.6	20,326 E	19,479	4.3
Minnesota	683	880	-22.4	673	1.5	5,867	5,660	3.7
Iowa	659	333	97.9	327	101.5	2,818	2,409	17.0
Missouri	763	923	-17.3	766	-0.4	6,149	6,166	-0.3
North Dakota	62	63	-1.6	71	-12.7	516 E	517	-0.2
South Dakota	56	87	-35.6	63	-11.1	570	579	-1.6
Nebraska	173	237	-27.0	193	-10.4	1,680	1,537	9.3
Kansas	385	424	-9.2	376	2.4	2,726 E	2,611	4.4
SOUTH ATLANTIC	14,283 E	16,850 E	-15.2	14,197 E-R	0.6	113,053 E-R	109,138	3.6
Maryland	1,258	1,382	-9.0	1,452	-13.4	10,373	9,956	4.2
Delaware	2,272	2,904	-21.8	2,339	-2.9	18,365 R	18,101	1.5
Washington D.C.	188 E	188 E	0.0	188 E	0.0	1,316 E	1,316	0.0
Virginia	1,302	1,502	-13.3	1,163	12.0	10,854	10,325	5.1
West Virginia	212	263	-19.4	224 R	-5.4	1,648 R	1,611	2.3
North Carolina	870	1,176	-26.0	953	-8.7	8,120	7,461	8.8
South Carolina	522	606	-13.9	504	3.6	4,158	3,728	11.5
Georgia	1,243	1,728	-28.1	1,473	-15.6	11,208	10,998	1.9
Florida	6,416	7,101	-9.6	5,901	8.7	47,011	45,642	3.0

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Jul 1989	Jun 1989	% Change Jun 1989 Jul 1989	Jul 1988	% Change Jul 1988 Jul 1989	Total Seven Month(s) 1989	1988	% Change 7 Month(s) 89-88
EAST SOUTH CENTRAL	1,948	2,184	-10.8	1,846	5.5	16,578	15,102	9.8
Kentucky	501	602	-16.8	493	1.6	4,254	4,015	6.0
Tennessee	629	756	-16.8	642	-2.0	5,196	4,899	6.1
Alabama	560	508	10.2	557	0.5	4,794	4,117	16.4
Mississippi	258	318	-18.9	154	67.5	2,334	2,071	12.7
WEST SOUTH CENTRAL	4,446 E	5,097	-12.8	3,959	12.3	34,213 E	31,593	8.3
Arkansas	517	547	-5.5	248	108.5	3,923	2,665	47.2
Louisiana	764 E	809	-5.6	718	6.4	5,663 E	5,507	2.8
Oklahoma	545	608	-10.4	533	2.3	4,424	4,404	0.5
Texas	2,620	3,133	-16.4	2,460	6.5	20,203	19,017	6.2
MOUNTAIN	3,265	4,789	-31.8	4,451	-26.6	28,490 E	29,789	-4.4
Montana	78	119	-34.5	89	-12.4	822	772	6.5
Idaho	121	270	-55.2	122	-0.8	1,191	1,107	7.6
Wyoming	64	81	-21.0	55	16.4	516	528	-2.3
Colorado	883	1,213	-27.2	1,971	-55.2	8,567	9,867	-13.2
New Mexico	182	219	-16.9	204	-10.8	1,496	1,503	-0.5
Arizona	749	1,467	-48.9	895	-16.3	6,886 E	7,562	-8.9
Nevada	907	1,086	-16.5	813	11.6	6,681	6,132	9.0
Utah	281	334	-15.9	302	-7.0	2,331	2,318	0.6
PACIFIC	6,175 E	6,653 R	-7.2	6,656 R	-7.2	44,106 E-R	45,919	-3.9
Alaska	110	143 R	-23.1	124	-11.3	910 R	900	1.1
Washington	865	976	-11.4	814	6.3	6,388	5,969	7.0
Oregon	591	657	-10.0	612	-3.4	4,560	4,375	4.2
California	4,306	4,543	-5.2	4,813	-10.5	30,069	32,941	-8.7
Hawaii	303 E	334 R	-9.3	293 R	3.4	2,179 E	1,734	25.7
TOTAL U.S. (unadjusted)	51,411 E	61,041 E-R	-15.8	53,443 E-R	-3.8	412,569 E-R	408,581	1.0
TOTAL U.S. (seasonally adjusted)	54,519 E	57,586 E-R	-5.3	56,915 E-R	-4.2			

(E) - Estimated
(R) - Revised
Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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